

Plan #3: You are just a college student and you are assigned to host the

T1 — Create a Launch Team [In Progress]

Description: Recruit and assign team members, including event coordinator, social media manager, marketing specialist,
Depends On: None
Estimated Days: 2
Start: 2025-12-07 End: 2025-12-09

T2 — Define Launch Event Objectives and Schedule [Not Started]

Description: Discuss and agree with the client on launch event objectives, target audience, and timeline. Create a detailed
Depends On: T1
Estimated Days: 3
Start: 2025-12-09 End: 2025-12-12

T3 — Design and Secure Event Venue [Not Started]

Description: Visit potential venues, ensure they meet Apple's event standards, and reserve the chosen venue. Arrange for
Depends On: T2
Estimated Days: 4
Start: 2025-12-12 End: 2025-12-16

T4 — Coordinate Transportation and Accommodation for Guests [Not Started]

Description: Arrange for luxury transportation for guests, including airport pickups and hotel stays. Ensure smooth, convenient
Depends On: T3
Estimated Days: 3
Start: 2025-12-16 End: 2025-12-19

T5 — Develop and Send Invitations [Not Started]

Description: Create invitations tailored to the target audience, send them out in a timely manner, and track RSVPs. Ensure
Depends On: T2
Estimated Days: 5
Start: 2025-12-19 End: 2025-12-24

T6 — Arrange for Catering and Refreshments [In Progress]

Description: Decide on the type and quality of food, drinks, and refreshments to be served. Arrange for catering services and
Depends On: T3
Estimated Days: 3
Start: 2025-12-24 End: 2025-12-27

T7 — Create a Marketing Strategy and Plan [Not Started]

Description: Develop a comprehensive marketing plan, including a social media campaign, advertising, and promotional materials
Depends On: T5
Estimated Days: 6
Start: 2025-12-27 End: 2026-01-02

T8 — Coordinate Live Streaming and Media Coverage [Not Started]

Description: Arrange for a professional live streaming setup and secure press coverage. Ensure that all media outlets and
Depends On: T7
Estimated Days: 5
Start: 2026-01-02 End: 2026-01-07

T9 — Prepare Presentations and Visual Content [Not Started]

Description: Collaborate with Apple's marketing team to create engaging presentations, videos, and visual content that aligns with the event theme and goals.

Depends On: T7

Estimated Days: 7

Start: 2026-01-07 End: 2026-01-14

T10 — Coordinate Technical Support and Event Logistics [Not Started]

Description: Arrange for backup equipment, technical support, and troubleshoot any last-minute issues. Ensure a smooth event execution.

Depends On: T4,T6

Estimated Days: 4

Start: 2026-01-14 End: 2026-01-18

T11 — Conduct Dress Rehearsal and Final Checks [Not Started]

Description: Organize a private dress rehearsal to test equipment, logistics, and the event flow. Finalize any last-minute adjustments.

Depends On: T10

Estimated Days: 2

Start: 2026-01-18 End: 2026-01-20

T12 — Host the Launch Event [Not Started]

Description: Execute the event according to the schedule and plan. Ensure that all attendees have a unique, engaging experience.

Depends On: T11

Estimated Days: 1

Start: 2026-01-20 End: 2026-01-21